

SCS Communication Plan July 2009

The SCS Communication Plan has been developed as a guide to direct our efforts in improving communications between SCS and its campus constituencies.

The plan will be reviewed annually and be adjusted as necessary to ensure continuous improvement to communication channels and customer needs. The plan is intended to evolve and change based on input from our customer constituencies.

Communication should be consistent and systematic and allow our constituents to offer feedback and to receive additional information. Owners assigned to elements in this plan will be responsible for developing processes for gathering and sharing feedback.

Communication Plan Goals

1. To improve SCS's reputation with its constituents by raising the awareness of its purpose and achievements
2. To develop effective two-way communication methods for SCS and its constituents
3. To bring more transparency to SCS operations/information
4. To help ensure SCS constituencies have access to the information they need
5. To increase awareness of SCS communication strategies and challenges

Organization Mission

SCS's mission, vision, values and beliefs should drive the key messages in our plan. The fundamental purpose or mission statement of the organization should act as the framework for our goals and the key messages that express our unique mission. Understanding our purpose is important to setting clear expectations.

SCS's role is to enable teaching, learning and research for NSHE and its institutions.

SCS Mission Statement: SCS exists to provide system-wide Information Technology services aligned with the needs of the Nevada System of Higher Education and its institutions, affiliates, and partners.

SCS is responsible for the delivery of effective, reliable and secure technology services and infrastructure that enable and support the NSHE institutions, affiliates and partners to achieve their goals.

SCS Vision: SCS is an exemplary provider of select IT services to the Nevada System of Higher Education.

We will do so by:

- Providing guaranteed levels of service that are agreed upon and aligned with NSHE defined needs;
- Adding value to NSHE by reducing the time to implement IT changes;
- Meeting the availability of IT services;
- Maintaining high levels of customer satisfaction and delivering services in line with market costs; and
- Enabling IT staff with technology solutions, best-practice processes and professional certifications.

Key Messages

SCS's audiences are many. They have common and unique information or 'content' they need from SCS. Regardless of the content, however, we must ensure that a clear message of our intent to improve communication is a focus. These key messages will guide our behavior and our delivery and feedback processes in this plan.

- SCS is committed to improving communications with the campus constituencies
- SCS is committed to addressing the communication needs identified in the SCS Strategic Planning Questions.
- SCS is committed to listening and understanding the issues
- SCS is committed to open channels of communication between SCS and the campuses and bringing more transparency to SCS operations and decision making.

Audiences

SCS has diverse audiences for its information. Some audiences are technical constituencies, some are campus functional constituencies, some are part of NSHE leadership and governance and others are outside of the System entirely.

We have developed an initial map of our audiences, or constituencies, based on current activities/committees in place and active today. As part of this plan, SCS will meet at least annually with each audience/constituency to review, discuss and validate their information needs and the methods or channels of communication that work best for them. Detailed communication matrixes will be developed for each, as necessary.

Audience	Mechanisms/Tools	Frequency	Method/Channel	Owner
Advisory Group	Regular Meetings	Monthly	Meetings	VC for IT
	Presentations	Documentation prepared and distributed in advance	Email	Dir. Planning, Comm.
	Metrics	Quarterly	presentation; SCS Website	TBD
System & Campus Leadership	Regular Meetings with Individual Campuses	Minimum twice each year	By appointment	VC for IT
	News on Service and Infrastructure Changes	Bi-annual	Meeting agenda; Newsletter; SCS Website	Dir. Planning, Comm.
CTOs	Regular Meetings	Monthly	meetings	VC for IT
	Outage Notifications	Weekly	email; SCS Website	Service Desk Mgr.
	Planning Sessions	Twice/year	meetings	Dir Planning, Comm.
	Project Status Reporting	Monthly	meeting agenda; SCS Website	Project Office
	Metrics	Quarterly	meeting agenda; SCS Website	TBD
	News on Service and Infrastructure Changes	As occurs	Meeting agenda; Newsletter; SCS Website	Dir. Planning, Comm.

Audience	Mechanisms/Tools	Frequency	Method/Channel	Owner
Campus User Groups/Interest Groups				
- SIS Records User Group	Outage Notifications	Weekly	email; meeting agendas; SCS Website	Service Desk Mgr.
- HR User Group	Problem Reporting/Status	On Demand	Help Desk/SCS Website	Service Desk Mgr.
- Fin User Group	Project Request Process	On Demand	PMO Methodology	Project Officer
- Connectivity Group	Regular Meetings/Documentation	Monthly	email; meeting agendas; SCS Website	Assigned SCS Meeting Facilitator
- Security Interest Group	News on Service and Infrastructure Changes	As occurs	meeting agenda; Newsletter; SCS Website; weekly notifications	Dir. Planning, Comm.
- Distance Learning	Systemwide IT Policies and/or Guidelines	Continuous	Website	Dir. Planning, Comm.
- Help Desk User Group				
- Student Accounts User Group				
- Financial Aid User Group				
- Degree Audit (DARS) User Group				
- HR Advisory Committee				
- Campus IT Communities				

Audience	Mechanisms/Tools	Frequency	Method/Channel	Owner
Software Committee	Regular Meetings	Monthly	meetings	Dir. Client Services
	Contract Information/Calendar	Continuous	SCS Website	Dir. Client Services

SA Unit Employees	Outage Notifications	Weekly	email; SCS Website	Service Desk Mgr.
	News on Service and Infrastructure Changes	As occurs	meeting agendas; email; SCS Newsletter	Dir. Planning, Comm.
	Problem Reporting/Status	On Demand	SCS Service Desk; email; SCS Website	Service Desk Mgr.
	Project Request Process	On Demand	PMO Methodology	Project Office
	Desktop/Other Technical Support	On Demand	SCS Service Desk; email; SCS Website	Service Desk Mgr.
	Video Conferencing Support	On Demand	SCS Service Desk; email; SCS Website	Service Desk Mgr.

Public	Services Provided	On Demand	SCS Website; Service Catalog	Dir. Client Services
	Contact Information		SCS Website	Dir. Client Services
	General Info		SCS Website	Dir. Client Services

*Areas highlighted in yellow indicate areas of active change/development.

Additional tactics will be developed in concert with these constituent groups and committees.

Evaluation

Annually, SCS will conduct evaluations of all Audience/Constituent groups employing a variety of instruments, such as web-based surveys or questionnaires, scheduled planning sessions, personal interviews with key constituent members, and other evaluation mechanism identified by our audiences.

We will use the results of these evaluation tools to analyze and recommend ways to improve the effectiveness of communication efforts between SCS and its constituencies.

As these evaluation tools are defined and developed, they will be incorporated into the plan document.

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